

## In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A product visual indicia having information disposed thereon for facilitating computer based access of a network by a consumer, comprising:

5 a machine readable code disposed on a surface of the [[a]] product and having encoded therein information related to the product, which product is provided by the product manufacturer, and which machine readable code is physically associated with the product itself, which machine readable code has no routing information contained therein to allow a user to access any location on a network, and which machine readable code has a relationship to the product or service unrelated to routing information;

10 the machine readable code being a part of a relational database that associates the machine readable code with a defined location on the network and the relational database associated with a routing system that facilitates connection to the remote location on the network; and

15 a visual indicia disposed on the product having no apparent relationship to the machine readable code or to the defined location disposed on said surface in a predetermined proximate visual orientation to said machine readable code and the visual indicia associated only with the routing system and not with the product manufacturer, such that the machine readable code and the visual indicia together form a defined composite visual appearance, indicative of a relationship between said machine readable code and the presence of a location on a network that will use the routing system for connection to the remote location and that such location on the 20 network can be accessed by a computer having an appropriate input device for reading said machine readable code, such that reading of said machine readable code by said input device will cause the routing system to connect the computer to the remote location, and wherein the visual indicia indicates only that scanning of the machine readable code will cause computer based access of the network by the routing system.

25 2. (Currently Amended) The product indicia of Claim 1, wherein said visual indicia is not machine readable.

3. (Currently Amended) The product indicia of Claim 1, wherein said machine readable code represents a product.

4. (Currently Amended) The product indicia of Claim 3, wherein said machine readable code is disposed directly on a product.

5 5. (Currently Amended) The product indicia of Claim 3, wherein said machine readable code is disposed in close association with said product.

6. (Currently Amended) The product indicia of Claim 3, wherein said machine readable code is a UPN.

10 7. (Currently Amended) The product indicia of Claim 3, wherein the machine readable code is an ISBN.

8. (Currently Amended) The product indicia of Claim 3, wherein the machine readable code is an EAN.

9. (Currently Amended) The product indicia of Claim 1, wherein the input device for reading said machine readable code is a scanner.